



Final Report

Montana Farm to School School Fundraising Project

Pilot Offering

May, 2009



Denise Juneau, Superintendent
Montana Office of Public Instruction
www.opi.mt.gov

Montana Farm to School School Fundraising Pilot Program

This document provides an overview of the pilot offering of the “Montana Farm to School” School Fundraising Program - a project of Montana Team Nutrition and the Office of Public Instruction School Nutrition Programs.

Acknowledgements:

Thank you to both Irving Elementary School (Bozeman, Montana) and Gallatin Gateway K-8 School (Gallatin Gateway Montana) for their participation in this pilot fundraising program. Specific thanks goes to the Fundraising Program Chairpersons from each school (Elin Hert, Irving School and Shawna Brenner, Gallatin Gateway School) and to the Principals of each school (Jim Bruggeman, Irving School and Kim Debruycker, Gallatin Gateway School). A sincere thanks also goes to the great sales-force of the elementary and middle school students and their families. Finally, thank you to the five Montana food producers who participated in this pilot program for your willingness to try something new and reach out to the schools of Montana with your healthy food

products. These producers are:

Travis Byerly, Yellowstone Distribution

Bonnie Martinell, On Thyme Gourmet

Alicia Moe, Cream of the West

David Oien, Timeless Seeds/Timeless Natural Foods

Matt and Jacy Rothschiller, Gallatin Valley Botanicals

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This report is also available on the following website:

www.opi.mt.gov/schoolfood

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Table of Contents

Executive Summary.....	1
Introduction.....	2
History and Need for Project	2
Procedures and Timeline	3
Summary of Products Sold	5
Outcomes	
Feedback from Schools	6
Feedback from Food Producers	6
Future of From Farms to Schools	7
Appendices:	
Appendix A: Announcement of Fundraiser	9
Appendix B: Instructions for Sellers	10
Appendix C: Fundraiser Order Form	11
Appendix D: Sample Promotion Talking Points	13
Appendix E: Feedback From Schools.....	14
Appendix F: Feedback from Food Producers.....	17
Appendix G: Resources: Healthy Fundraising	21

Executive Summary:

During the summer/fall of 2008, Montana Team Nutrition conducted a pilot project exploring the feasibility of replacing unhealthy school fundraising endeavors with a fundraiser in which healthy, local food products are sold to raise funds for schools. Five Montana food producers/businesses participated, providing a total of 12 products to choose from, varying in purchase price from \$5 to \$60. The products offered represented different food groups and included: fresh produce, lentils, barley, fresh meat products, hot cereal, granola, basil-garlic olive oil spread and sea salt.

Montana Team Nutrition staff administered the pilot project, taking care of logistics from determining products to be sold, to designing and printing the order form to connecting schools and producers for product delivery. The parent groups from the participating pilot schools played a key role in promoting the fundraiser within their school community, distributing and collecting order forms, and disseminating delivered product to participating families.

The two schools sold over \$18,000 worth of Montana food products, with 60% of the proceeds going to the producers and 40% going to the schools. The top selling items (volume) were the granola and the basil/garlic olive oil. The local sausage gift pack and holiday hams were the top sellers in terms of revenue.

Both the schools and producers reported that the fundraiser was successful from their perspectives and that they would be interested in participating in it again in the future. The school contact people reported that families were enthusiastic about raising funds through the sale of local and healthy products. They felt it was a win-win situation in which they could raise funds for the school, while supporting their local economy. Producers reported that the fundraising project provided a great (and unanticipated) influx into their holiday season sales. They indicated that this pilot project opened them up to an entirely new market for their product sales.

Resources developed through this pilot project have been made available on the Montana Office of Public Instruction School Nutrition Programs website (<http://www.opi.state.mt.us/SchoolFood/FTS.html>). Schools around the state have expressed interest in conducting a Montana Farm to School Fundraiser in the near future.

Introduction:

Schools often rely on fundraising activities to supplement budgets and pay for equipment, supplies and events. Unfortunately, these fundraisers often include the sale of unhealthy foods. Montana Team Nutrition recognizes the importance of addressing the availability of healthy food options throughout the school environment and therefore proposed a project in which healthy, Montana-Made food products were sold through a school fundraising activity. Funding for this pilot project was received through 2007 Team Nutrition Training Grant funds. The Montana-Made food product fundraiser was conducted during the fall of 2008. This report contains a summary of the pilot run of this fundraising project.

History and Need for Project:

Montana Team Nutrition assists schools throughout the state in improving the food available throughout the school environment and in providing opportunities and resources for nutrition education. Farm to school programming has emerged as an important avenue through which to effectively address both food available in the school environment and healthy eating behaviors. Research has shown improved participation in school meals as a result of Farm to School programming along with improved student knowledge relative to identifying certain foods, the source of their food and attitudes toward trying new, healthy food items.

A significant need for Farm to School programming exists throughout Montana. Farm to school programming is a proven avenue for connecting local food producers to the schools in their communities. The benefits of these relationships are numerous and include improved access to fresh, nutritious foods for school children, increased understanding and appreciation for agriculture among these students and their families, and improved economic viability for local food producers.

School fundraising activities have been recognized as an important food access point in the school environment. In fact, school wellness policies often target fundraising specifically as an important area of intervention when addressing food available at school. With Montana being a largely agricultural state, many creative and wholesome food products are produced right here. Exposing students and their families to these Montana-made healthy food items through a Made-in-Montana school fundraising project served to 1) benefit the school organizations through the raising of needed funds, 2) benefit the Montana food producer by gaining increased exposure for their products and 3) improve the overall school nutrition environment.

Procedures and Timeline:

This pilot project was purposefully scheduled so that products would be delivered in time for holiday gift giving. The following is an overview of the timeline and procedural steps taken in conducting the pilot offering of the From Farms to Schools Fundraiser:

- **August – September, 2008:**

- *Pilot schools identified:* It was decided to do the pilot project in one geographical region of the state so that the product selection and distribution was specific to this region. The Gallatin Valley was selected for the pilot region and two schools, Irving Elementary School in Bozeman and Gallatin Gateway (K-8) School in Gallatin Gateway were selected as the two pilot schools. Parent groups from both schools had expressed interest in healthy fundraising activities and were also interested in farm to school programming.
- *Montana food products identified and producers contacted:*
 - The primary selection criteria for items to be included in this pilot fundraiser were: healthy food item and Montana-made.
 - Items were selected so that a variety of food groups were represented.
 - Items were selected so that a variety of price-points were available to customers, ranging from \$6 to \$60 per item.
 - Pricing was agreed upon between producers and schools (40% profit margin to go to schools).

- **September, 2008:**

- Fundraiser order form was designed and printed at Montana State University's Office of Communications and Public Affairs.
- Fundraiser was advertised throughout the pilot schools.
 - Irving School conducted a taste-test with sample products at their "Back to School" Ice Cream Social.
 - Gallatin Gateway School put together a display of sample products in the entryway of their school along with informational flyers about the fundraiser.
 - Gallatin Gateway School announced the fundraiser via their student-run, Friday morning television production.
 - Both schools put an announcement about the new fundraiser in their school newsletters.
- School fundraising committees gathered prizes from local businesses to award to those students who sold the most items. Examples of prizes include gift-certificates, movie passes, ski passes, jump-ropes and more.

- **October 2008:**

- October 7th: Fundraiser launched at school assemblies. Teachers and student government performed skits related to the "Montana-Made" aspect of the fundraiser. After the assemblies, Fundraiser Order Form packets were distributed to the children by their classroom teachers. Order form packet included Fundraiser Order Form and Instructions to Seller. Samples are included in Appendix.
- October 7-30th: Products sold by children and their families – money collected at this time.
- October 31st: Order forms collected by fundraising team, orders summarized and orders placed with individual food producers.

- **December 2008:**

- December 1- 2 : Food items delivered to schools
- December 3-5: Individual student orders assembled by school fundraising team
- December 6-11: Orders delivered to purchasers by children and their families.
- December 10-15: Meat orders delivered to customers directly from Yellowstone Distributions.
- December 15: Payment sent to participating food producers by school fundraising group.

Summary of Products Sold:

Item	# Sold by Irving School	Value of Product Sold by Irving School	# Sold by Gallatin Gateway School	Value of Product Sold by Gallatin Gateway School	Total Value of Products Sold
Montana Crunch Granola	183	\$1098	117	\$702	\$1800
3-Cowboys and A Rope Cereal Gift Box	54	864	17	272	1136
Chuckwagon Cereal Gift Box	49	1225	22	550	1775
Fresh Basil Garlic Olive Oil	149	1490	84	840	2330
Fresh Herbed Sea Salt Gift Pack	49	1225	20	500	1725
Purple Prairie Barley	36	180	26	130	310
Black Beluga Lentils	59	354	17	102	456
Timeless Treasure Gift Box	45	675	18	270	945
Cippolini Onions	36	360	21	210	570
Winter Produce Variety Box	36	720	19	380	1100
Local Holiday Sausage and Smoked Salmon Gift Pack	43	\$2365	20	\$1100	\$3465
Local Smoked Holiday Ham	28	1680	23	1380	3060
TOTALS	767	\$12236	404	\$6436	\$18672

Narrative of Fundraiser Sales:

In terms of number of items sold, the best selling products were the Montana Crunch Granola (183 sold) and the Fresh Basil Garlic Olive Oil (149 sold). However, in terms of which products generated the most revenue, the fresh meat products (Holiday Ham at \$3,060 and Local Holiday Sausage and Smoked Salmon Gift Pack at \$3,465) were clearly the greatest.

The profit realized by each of the schools is as follows:

- Irving (40% of 12236): \$4894.40
- Gallatin Gateway((40% of \$6436): \$2574.40

The money (including cost and profit) to participating local food producers totaled \$11,203.20.

It should be noted that 40% amount to schools was interpreted slightly differently by different food producers, so this was somewhat confusing in determining the final numbers. For example, one producer calculated it

as 40% of the difference between the retail and wholesale pricing. Others calculated it as 40% of the retail price. So the values listed above as school share and local food producer share of the money are approximations. A clear determination and communication of the exact profit margin calculation will be a component to be improved in the next offering of the fundraiser.

Outcomes:

Feedback from Schools

Feedback was gathered from schools through written correspondence and in-person meetings following the pilot fundraiser. Full text of the feedback received from the two pilot schools is included in Appendix E. Below is a summary of this feedback.

- The fundraiser was an overall success for both schools.
- Both schools reported problems with the separate delivery of the perishable meat products and that they may not choose to include perishable products in the future due to problematic logistics of delivery.
- Parents reported relief in having the option to purchase these types of products (health and local). They felt more comfortable asking family and friends to participate in the fundraiser.
- The packaging of the dry goods was very attractive and the holiday gift packages were a great sales incentive.
- This was a win-win-win - beneficial to schools in that they make money, beneficial to parents/purchasers in that they purchase quality products, beneficial to local businesses.

Feedback from Food Producers

Feedback from food producers/businesses was gathered via email and in-person conversation. Full text of this feedback is included in Appendix F. Below is a summary of this feedback:

- The fundraiser added an unexpected boost to end-of-year sales.
- The logistics of order placement and delivery went very smoothly.
- It may be better to provide a more generic description for the fresh produce items so that there is some flexibility built in for the producer to provide a variety of product – using what is available.
- Felt this was a program that allowed Montana schools an avenue to support their commitment to healthy local products.
- Producers liked being affiliated with a program that raised funds for their local schools.

- Pilot program forced some producers to move forward on gift-box packaging – something they hadn't done before, but are glad they did.
- All producers expressed that they would participate in this type of fundraiser again.

Future of Made in Montana School Fundraiser

The input gathered from both schools and producers suggest that this type of fundraising program should be continued in the future. In fact, several other schools in the county have indicated that they are interested in participating in the program next year. As the pilot program was subsidized by grant funds from the Team Nutrition Training Grant, the sustainability of the program will require an upfront financial and labor commitment from the organization that manages the fundraiser. Specifically, securing commitments from food producers, organizing a realistic timeline for the fundraiser and designing and printing the order form are essential pre-fundraiser activities. One suggested model for sustaining this fundraising program is that the organizing group take part in the fundraiser to recoup the funds allocated for developing and printing the yearly order form. The future coordination of this fundraising project could take several forms, including:

- Local Farm to School organizations or parent groups (PTA's, PAC's) can take over the coordination of the program. Contacts from these organizations have expressed interest in taking on the future coordination of the Montana Farm to School Fundraising Program.
- University Student Internship Project: At Montana State University, a new degree program has just been put in place (Spring, 2009) – Sustainable Food and Bioenergy Systems Program. Student internships are central to this curriculum, and it is possible that a student in this curriculum could fulfill their internship requirement by serving as the coordinator for the Montana Farm to School Fundraising Program.
- Montana Team Nutrition Staff will also visit with state agency personnel in the Department of Agriculture and the Department of Commerce regarding a possible role for either or both of these state agencies with the future of this fundraising program.

Through this pilot program, it became quite clear that in order for the fundraising program to be successful statewide, geographical consideration and supply capacity consideration must be given to the participating food producers. Many Montana food businesses would not

have the volume of supply to provide product for many schools, should the fundraiser be expanded statewide. However, there are enough small food producers that if schools throughout the state focus on producers in their region, the supply issue is alleviated and transportation/distribution costs are kept at a minimum.

Several procedural changes are recommended based upon the pilot run of the fundraising program. These include:

- Be sure to list product details such as weight, volume, size and other descriptors on the product order form. This information was not available on the form this year and customers requested it.
- Consider omitting the fresh meat options and other products requiring refrigeration. The most procedural problems with delivery occurred with these products. Including just non-perishable items will simplify product delivery.
- For fresh produce items, communicate with the food producer well in advance (spring planting time) so that volume of their production can account for the needs of the school fundraising program.
- Consider a simplified pricing structure, such as product selection that are all around the same value and priced identically. This would allow for a very simple calculation as to the school's portion of the proceeds.
- Be sure to clarify both the food producer's and the school's understanding of the division of profits calculation. There was some confusion here because different parties considered the school's portion to be 40% of the retail value and others considered it to be 40% of the profit (over cost). Up front understanding is important here.



From Farms to Schools

Fundraising Program

Irving School has been selected as one of two pilot schools to take part in an exciting new fundraising opportunity. We'll be fundraising for Irving through the sale of healthy food items that are produced right here in Montana.

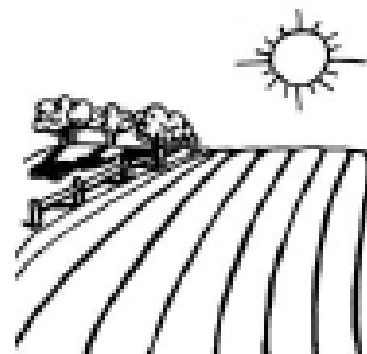
What a deal!!

***Montana schools supporting Montana
farms...Montana farms supporting Montana
schools!***

Look for fundraising packets and information to come home with your student in early October. Items will be delivered in time for holiday gift-giving.

Any Questions?

Contact Elin Hert at 586-1290
or
Mary Stein (MSU Team Nutrition)
at 994-5640



Appendix B: Instructions for Sellers



Instructions for Sellers

This exciting new school fundraising program has three main purposes:

- ❑ Raise much needed funds for your school.
- ❑ Support Montana farmers and food producers by purchasing their products.
- ❑ Support the health of children and families by offering healthier foods as part of school fundraising.

Here are some details about this fundraiser that you may want to learn about in case you get any questions from your customers:

- ❑ Collect money at the time the order is placed. All checks should be made payable to **[INSERT ORGANIZATION NAME HERE]**
- ❑ All order forms are to be turned in to your teacher on **[INSERT DATE HERE]**. Be sure to turn in checks with order form.
- ❑ All of the food items being offered here are ***Made in Montana***.
- ❑ The pricing of each item reflects a 40% profit margin for your school.
- ❑ All items will be delivered by you (the seller) to the customer (the buyer) during the first week of December (**except for the meat products from Yellowstone Distribution - see the next bullet for this information**).
- ❑ The meat products from YELLOWSTONE DISTRIBUTION will be mailed directly to the customer (buyer) because these items are perishable. They will be packed and mailed to preserve freshness of the product. The shipping costs have been built into the pricing of these products. **BE SURE TO OBTAIN A STREET MAILING ADDRESS FOR ANY CUSTOMER (BUYER) THAT PURCHASES ANY OF THESE FRESH MEAT PRODUCTS. (No P.O. Boxes, please.)**



Any Questions?

Feel free to contact Mary Stein at 994-5640 or mstein@montana.edu



Side 1

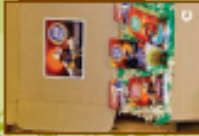
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Gallatin Valley Botanical Garden Valley Botanical is a diversified nursery garden or florist, with specialties in growing perennials for the restaurant market and for local residents and families. Using a synthetic inputs, we build and sell dry and manage plants with crop rotation, crop stage, compost and diverse crop plantings. Our goal is to produce high quality, disease resistant products for local consumers. For more information contact: (406) 450-6691 or info@valleybotanical.com.

Montana Food Products



Montana Crunch: Is Cream of the Wheat-Montana-made granola. The vanilla, delicious mix of oats, barley, cranberries, coconut and chocolate offers a variety of good eating, coffee-free, all-in-one-for-a-snack, high-fiber breakfast-type (it can yogurt and/or fruit) food for a real-life lunch or mid-afternoon snack, and great, some Montana Crunch and go. It's good and good for post-Cream of the Wheat, Harlowers, Montana.

[illegible]

Church Wagon. This gift box is loaded as full as a churchgoer on a hot day. Packed with 16 boxes of Crayon of the West's whiskeys, whole grain hot cereals and Montana Crisco granola, it is sure to satisfy any and all hard-earned party favorites. The 6-oz. honey bee, filled with local, sweet clover honey, adds just the right touch of sweetness.
Crayon of the West, Harlowville, Montana
Price: \$25



Timeless Treasure Gift Box

A selection of 11 colorful Miznara-gyu, specialty gifts along with a variety of delicious treats, will make a great gift for new/parents, your favorite teacher, or your favorite food-aholic! The Miznara-Gyu Box includes our versatile Green Locket, the Irresistible Purple Fairplay Barley and the beautiful Purple Graham Locket. You'll also find a half dozen recipes to get you started. \$14.95 (plus shipping and a nice box!)

[illegible]

Fresh Herbed Sea Salt Olive Pack

This kind of lush world—a lush as our soil-less beds—organic beds. This wonderful gift pack contains four different varieties of our best soil mix. Use as a swap base, succulent mix, vegetable, potting, potting, potting etc. succulent mix, vegetable, potting, potting, potting etc.

On Forests, Gardens, Buildings, Mountains



Call 1-800-368-2776
or visit www.pearsoned.com

Fresh Basil Garlic Olive Oil

From Heald's seasoning for gourmet cooking. Use as a rubenade for all your meat or even baked potatoes, pasta, steamed vegetables, great for accompanying any of your dishes. Made with fresh certified organic basil and certified organic hard rock stevia grown in close of.

On The Way Gourmet, Bridger, Montana



Black Beluga® Lentils The lentils in this lentil are very unusual. It was specially bred by one of our favorite customers to be a "casserole" lentil. It has a "casserole" appearance once it is cooked. At 34 percent protein, the BELUGA lentils are highest of any lentil we've found. And never before has lentils a good choice for deliciously spicy soups and stews. Try BELUGA as a bed for fish or chicken. (Black Beluga lentils are a requirement for the production of Tostitos® Burrito, 15.)



THE



Local Smoked Holiday Ham Naturally-cured and naturally processed in Whitefish, MT at John Smith's Meat Curing Co. This product is vacuum sealed and frozen until you thaw it. This product is frozen using old world family-recipe brought over from Italy and passed on generation to generation. The ham averages around 4 lbs. per person. Be sure to allow extra time for the holidays and will be delivered back to your door in time for the holidays. **Millwright Distribution, Inc.** 307



Local Holiday Sausage and

[illegible][illegible]

Winter Produce Variety Box

This wonderful collection of locally grown products makes an ideal gift.

- 266 cranes
- 180 galleys
- 2 water pumps

Gallardo Valley Botanicals, Inc., Benemac, MI
 October 1998



—Jlb Bag of Clippolini Onions

are local Italian cuisine. Italy has everything in terms of regional specialties. Dishes are perfect for roasting, baking and in a wide variety of cooking.

doi:10.1371/journal.pone.0142116.g001

Appendix D: Sample Talking Points for Promotion of Made-In-Montana School Fundraising Event

Please use the following outline to guide you in promoting your Made-In-Montana School Fundraising Event within your local community and with media contacts in your area:

A new school fundraising program is about to get off the ground. Here are the details:

- ❑ Rather than selling chocolate, cookie dough, magazines and the like, a local school(s) is embarking on a new fundraising idea through which funds will be raised for the school through the sale of healthy, Montana-made food products. The parent organization at each of the schools is heading up this fundraiser.
- ❑ ____[Name of School]____ School is the school which will be participating in this fundraiser.
 - Fundraising Contact Person at the school is:
 - Name: _____ Phone: _____ Email: _____
- ❑ ____[Name of School]____ School will be holding an “all-school assembly” on ____[date/time]_____ in order to launch this fundraiser.
- ❑ Families from the school will be taking the orders for the items from ____[start date]____ to ____[end date]____, and then the items will be delivered to the purchaser by ____[date]_____.
- ❑ This new fundraiser allows schools to raise money while supporting local food producers.
- ❑ Why is this type of fundraising important?
 - Aligns well with school wellness policies (mandated policies) in that it highlights healthy foods, not junk food.
 - Good for local economies – by supporting local farmers/food companies, more money is kept circulating in the local economy.
 - Helps connect kids/families to the local sources of their food – is this important?
YES! Recent research has shown that programs that help to connect children to the source of their food can result in positive changes in healthy eating behavior.
 - A program such as this is well-aligned with Farm to School efforts. If there is a local Farm to School group in your area, this is a good place to insert their contact information.
- ❑ The products selected are from ____[number]____ different Montana farmers/food producers. Details about the businesses and products are on the fundraiser Order Form, which I have attached to this email.
- ❑ Many of the items are packaged for holiday gift-giving, as the timing of the fundraiser will be such that items are delivered right before the holidays.

Please let me know if you need any more information and thank you, as always, for your great interest in school children in the ____[county/region]_____.

Contact Info: Name _____ Phone _____ Email _____

Appendix E. Feedback from Schools

Irving School

- Overall I thought it was a great "feel good" and successful fundraiser. While we liked all the products we sold, we were disappointed that there weren't more "fun", "gifty" items such as huckleberry products or soap, etc. People seemed to be happy about purchasing products that were made in the state.
- I would re-consider doing perishable products since they had to be managed differently, which was confusing to some and simply added complexity. Other meats are not perishable and could have worked too such as salami. One person said that the order form might have had more information on product size/ounces/contents.
- Really, everything worked very well except the meat delivery, which was delayed and about which communication wasn't great.
- Every aspect of [this type of fundraiser] is beneficial--schools make money, parents purchase quality items (many of which were actually household staples), and local businesses thrive. Win-Win-Win!
- Many [parents, staff] were relieved to be able to purchase these types of products. As a parent of children who went door to door, I felt much more confident and comfortable having my child go door to door with these products versus chocolate and gift wrap. While I can't say it was a random sample, I heard only positive feedback for this new idea in fundraising.
- We didn't really promote the "healthy" aspect as much as the made in Montana aspect of the fundraiser. This was a little bit intentional on my part, because I think some parents are sick of us pushing a healthy agenda down their throats, including some on our parent council.
- I guess I wish we had made a slightly higher percentage of sales. Perhaps a few more of the smaller, less expensive items. Next year, [I recommend that] all orders are fulfilled with one method (unlike with the meat this year).
- Communication with the project coordinator at Team Nutrition was efficient and this was imperative.
- Delivery of all products was "fantastic" with the exception of the meat products which were delivered directly to the purchaser from the vendor.

- Packaging was attractive
- Large bags for putting together individual student orders were essential.
- Called parents of students with very large orders so that they would get picked up by parent at school and not have to walk or ride the bus with their large order.

Gallatin Gateway School

- [The fundraiser] was well received, the products were packaged great (the dry goods) I didn't personally see the meat. The dry goods were great...the meat, as you know, was somewhat of an issue. Local products and companies were appreciated.
- The biggest complaint would be the meat deliveries in particular. That would need to be addressed and specific dates set for delivery...possibly calls made and times set up or direct shipped only in dry ice?? Information sheet needs to have estimated delivery dates and the direct shipment of the meat being only in state needs to be clearly outlined and we had lots of requests for the dry goods being shipped out of state. Adding the product size/amount [on the order form] would be nice. The order form, with the angle of the lines at top, was somewhat confusing...we had several errors in that area.
- The color order form was great. The variety of products and the quality was nice...really liked the packaging of the dry goods. The pricing was appropriate and varied enough so someone could spend under \$20 which is a nice option.
- This type of fundraiser is great. Most [people in our school community] really liked the idea that it was not cookies/candy and also that it was from our own community.
- No one likes to fundraise, but unfortunately it has to be done. I think that products like these are consumable and as long as the pricing is within range most are ok with it. Getting students to participate is [in fundraisers] always tough...we tried the incentive with prizes and that seemed to boost the participation some...of course the whole "selling" aspect is always a good learning tool for students, but I know that a lot of the parents end up doing most of it.
- Overall, I would say it was a success. With us running our wreath fundraiser at the same time, it went better than we expected. Other

than a few minor changes as mentioned above and definitely the meat needs to be addressed...we would participate again. We would run it the same time again with our wreath sales. The only huge thing for us that I would ask would be to have the dry goods delivered at the same time as our wreaths. That was a major headache for parents coming and picking up two separate orders and then having to make two trips to the same customer.

Appendix F: Feedback from Food Producers/Businesses

Feedback from Food Producers:

- ...the orders look good! Nice to see such support of local produce.
 - We thought the fundraiser was great. We were happy to see locally produces items sold in place of chocolates or other nonsense!
 - It added a late season boost to our yearly sales, and it provided a venue for us to move a perishable product at one time, certainly for us better than selling it in 2# increments to restaurants over the winter.
 - One thing that we would prefer is to either word the sales brochure more broadly so that we could substitute if we fell short on harvest of any particular item or to retain the right in writing to do the same. Seven times out of eight, we won't have a problem, but then a growing season like last summer leaves us short in cippolinis or something. That said, in the end, we were able to provide all that was asked of us.
 - If the program was expanded to many other schools, we'd like to see our farm dedicated to certain schools or perhaps a collaboration of other Gallatin Valley small farm growers to supply a larger amount of produce. These sales weren't projected into last year's crop plan, so we're planning on growing a portion of our harvest specifically for this year's fundraiser.
 - We were unprepared for the packaging part of the sale and would like feedback on how to improve it. We have some ideas for this year, but other's input would be appreciated.
 - We hope the program continues and would like to participate again!
 - WOW! Good job! Of course, you forced me to figure out a gift box ☺, but otherwise I'm totally happy! *Note: This producer, created a gift box for his lentil and barley products, because of this school fundraiser. He later indicated that he was intending to put a gift-box of this type together for years and that this fundraiser pushed him to do so.*

- I was impressed by the professional quality of the materials and its organization. I also felt it was an excellent move toward giving Montana schools an opportunity to support their convictions about offering healthy choices and supporting Montana products. I was told by one cookie dough fundraiser that “Montana just wasn't ready for healthy food fundraisers” and was very pleased to see her proven wrong.
- There were a few glitches when product was delivered regarding numbers ordered and delivered. I think that can be solved by making sure each party (vendor and receiving party) checks through the delivery and signs off on it. Also, as the project expands, there will need to be thought put into a drop off day/location. I'm sure those are details that can be worked out.
- The ordering process and the development of the materials were both done very well. We also liked the fact that orders came early enough to avoid the Christmas rush.
- We definitely benefited and felt supported in our efforts. When one considers the economic factor of Grow/Buy Local, a program such as this is a win-win for producers, packagers, manufacturers, schools and consumers to name just a few.
- We have begun thinking about next year's gift box and also the possibility of adding an organic product. Based on the success of last year's sales, we would definitely want to participate again and project an increase in sales. We'd like to grab a larger share of the \$18,762.
- To be successful, the project needs a director, such as Mary Stein. Would it be a position for a grad student in marketing or as an internship in the new [Sustainable Food and Bioenergy Systems Program] major?
- If it's available, some data on what products sold most successfully – for instance, did the organic sell well? Did larger priced items sell better than smaller items? This information would help us to determine the best-sellers and make adjustments as needed.

- I think it was a really good project and was administered very well.
- The only changes I could see is the expansion to more schools through out the state.
- Being able to receive one larger order for each school and delivered to that school works really well for us.
- This was a great program for two reasons one people were able to see what is produced here in the state most Montanans are not at all aware of what is produced and available here in the state. Two Montanans should be buying from Montana producers, we need to keep the money and products here in the state and in fact as a producer it is nice to know my products helped raise funds for schools and that the fundraising products didn't come from somewhere else.
- This helped get out the word as to what we do produce and put the product into the hands of the consumer, this has really helped our Montana sales.
- We appreciate all the effort everyone put into this project and it was as far as we are concerned a huge success. We hope it will expand from here.
- I have only a very limited understanding of the fund raiser, but thought it was a terrific experiment about the true appeal of local food in what might be a challenging venue---i.e. school fundraising. On the one hand, the project would be a clever (just this side of devious!) way to inject local/healthful food into the kitchens of mom's and grandma's who'd buy anything from the kids/grandkids/kid-next-door just to be nice and support the school. On the other, it would be a courageous experiment because maybe folks would cut back their support since they really wanted Pepperidge Sausage or sugar coated popcorn.
- I appreciated the close communications and the lead time to prepare orders. I was very surprised and impressed that the project resulted in orders for 65 gift boxes of lentils (?!?)
- This is obviously an interesting and encouraging "market" for Montana food producers and one that gets them closer to the

food citizens in their own communities and state.

- [My participation in this fundraiser] made me think (again) about developing an upscale holiday gift box to offer the 300+ plus stores that carry our individual Timeless products on the shelf. Also, the experience of putting the boxes together for your project gave me the incentive to offer 3 pack-samplers in response solicitation by www.foodoro.com to offer Timeless products on their artisan food site. We are currently in the process of setting up 5 different 3-pack samplers to test on this site.
- Three cheers. If we are invited to participate again, we will likely offer at least two choices of boxes, and may offer a more expensive option that includes a cookbook.
- [The sales from this pilot project] does indicate this project could grow to be a multi-million dollar boost to local food system economies. If this is 2 schools, there many dozens that could do as well.

Appendix G: Additional Resources on Healthy Fundraising at School

- 1) Healthy, Creative Ideas for Fundraising: Action for Healthy Kids - Virginia
http://www.actionforhealthykids.org/filelib/toolsforteam/recom/VA_VA%20Team%20Fundraising%207_16_07.pdf
- 2) Sweet Deals: School Fundraising Can be Healthy (Center for Science in the Public Interest)
<http://www.cspinet.org/schoolfundraising.pdf>
- 3) Michigan Farm to School: Link to Local Food – Fundraising Information
<http://www.mifarmtoschool.msu.edu/index.php?id=54>
- 4) Farm-Raisers: Fundraising with a Healthy Twist – Center for Food and Justice
<http://departments.oxy.edu/uepi/publications/farmraisers.pdf>
- 5) Healthy School Fundraisers: Wisconsin Action for Healthy Kids
<http://dpi.wi.gov/fscp/pdf/neschfundrsg.pdf>
- 6) Promoting Healthy Fundraising in Our Children's Schools
http://www.healthy-fundraising.org/benefits_of_healthy_fundraising.htm
- 7) NY Farms: Farm to School Fundraising
<http://www.nyfarms.info/fundraising.html>
- 8) Farm Fresh School Fundraising
<http://easy-fundraising-blog.simply-fundraisers.com/2007/10/farm-fresh-school-fundraiser.html>